

# ORDER

**KSNV**

**Orders**  
**Order / Rev:** 104122  
**Alt Order #:** 06831863  
**Product Desc:** BERKLEY FOR SENATE  
**Estimate:** 30S  
**Flight Dates:** 08/07/12 - 08/13/12  
**Original Date / Rev:** 07/09/12 / 12/03/12  
**Order Type:** GENERAL

**Primary AE:** Amy McCreary  
**Sales Office:** BLPHI  
**Sales Region:** National

**Agency**  
**Name:** Shorr Johnson Magnus  
**Buying Contact:**  
**Billing Contact:**  
 1831 Chestnut St.  
 Philadelphia, PA 19103

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Berkley, Shelley for Senate  
**Demographic:** A35+  
**Product Codes:** PLC01  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PCAN, GEN

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/13/12	55	\$98,350.00	\$83,597.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	55	\$98,350.00	\$83,597.50	0.00
<b>Totals</b>	<b>55</b>	<b>\$98,350.00</b>	<b>\$83,597.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KSNV	49%	\$98,350.00
Market	100%	\$200,714.29

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	20%	\$40,142.86
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	16%	\$32,114.29
KTUD	0%	\$0.00
KVVU	13%	\$26,092.86
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$4,014.29

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/07/12	08/10/12	M-F 5-6a WakeUp w/WagM	5-6a		-TWTF--	:30	4	\$400.00	1	0.00	NM	2	\$800.00
M-F 5-6a WakeUp w/Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	-TWTF--			2		\$400.00		0.00				

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E 1	KSNV	08/07/12	08/10/12	M-F 5-6a WakeUp w/Wa M-F 5-6a WakeUp w/Wagners	CM	5-6a	-TWTF--	:30	4	\$400.00	1	0.00	NM	2	\$800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	-TWTF--					2	\$400.00		0.00			
E 2	KSNV	08/13/12	08/13/12	M-F 5-6a WakeUp w/Wa M-F 5-6a WakeUp w/Wagners	CM	5-6a	M-----	:30	1	\$400.00	1	0.00	NM	1	\$400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	M-----					1	\$400.00		0.00			
E 3	KSNV	08/13/12	08/13/12	M-F 6-7a WakeUp w/Wa M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-----	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	M-----					2	\$700.00		0.00			
E 4	KSNV	08/07/12	08/10/12	M-F 6-7a WakeUp w/Wa M-F 6-7a WakeUp w/Wagners	CM	6-7a	-TWTF--	:30	3	\$700.00	1	0.00	NM	3	\$2,100.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	-TWTF--					3	\$700.00		0.00			
E 5	KSNV	08/07/12	08/10/12	Today Show Today Show	CM	658a-9am	-TWTF--	:30	4	\$1,400.00	1	0.00	NM	4	\$5,600.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	-TWTF--					4	\$1,400.00		0.00			
E 6	KSNV	08/13/12	08/13/12	Today Show Today Show	CM	658a-9am	M-----	:30	2	\$1,400.00	1	0.00	NM	2	\$2,800.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	M-----					2	\$1,400.00		0.00			
E 7	KSNV	08/13/12	08/13/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	M-----	:30	1	\$700.00	1	0.00	NM	1	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	M-----					1	\$700.00		0.00			
E 9	KSNV	08/07/12	08/11/12	News 3 Olympic Zone News 3 Olympic Zone	CM	7:30-8:00PM	-TWTFS-	:30	5	\$750.00	1	0.00	NM	5	\$3,750.00
OLY ZONE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	-TWTFS-					5	\$750.00		0.00			
E 10	KSNV	08/07/12	08/11/12	Olympics Primetime Olympics Primetime	CM	730pm-12am	-TWTFS-	:30	5	\$6,000.00	1	0.00	NM	5	\$30,000.00
OLY PRIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	-TWTFS-					5	\$6,000.00		0.00			
E 11	KSNV	08/12/12	08/12/12	Olympics Primetime Olympics Primetime	CM	730pm-12am	-----S	:30	2	\$6,000.00	1	0.00	NM	2	\$12,000.00
OLY PRIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	-----S					2	\$6,000.00		0.00			
E 13	KSNV	08/12/12	08/12/12	Olympics Daytime Week Olympics Daytime WEEKEND	CM	4am-6pm	-----S	:30	4	\$1,700.00	3	0.00	NM	4	\$6,800.00
OLY DT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	-----S					4	\$1,700.00		0.00			
E 14	KSNV	08/11/12	08/11/12	Olympics Daytime Week Olympics Daytime WEEKEND	CM	4am-6pm	-----S-	:30	4	\$1,700.00	3	0.00	NM	3	\$5,100.00
OLY DT WKEND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	-----S-					4	\$1,700.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	KSNV	08/11/12	08/11/12	Olympics Daytime Week Olympics Daytime WEEKEND	CM	4am-6pm	-----S-	:30	4	\$1,700.00	3	0.00	NM	3	\$5,100.00
OLY DT WKEND <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/06/12 08/12/12 -----S- 4 \$1,700.00 0.00 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 2 KSNV 08/06/12-08/12/12 Olympics Daytime Weekend 4am-6pm -----Sa-- :30(\$1,700.00) 0.00 NM Credited [CREDIT-REFUND]															
E 15	KSNV	08/07/12	08/10/12	Olympics Daytime Week Olympics Daytime Weekdays	CM	9am-4pm	-TWTF--	:30	12	\$1,200.00	3	0.00	NM	12	\$14,400.00
OLY DT <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/06/12 08/12/12 -TWTF-- 12 \$1,200.00 0.00															
N 16	KSNV	08/07/12	08/10/12	News 3 Olympic Zone News 3 Olympic Zone	CM	7:30-8:00PM	-TWTF--	:30	1	\$750.00	2	0.00	NM	1	\$750.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/06/12 08/12/12 -TWTF-- 1 \$750.00 0.00															
N 17	KSNV	08/07/12	08/10/12	Olympics Daytime Week Olympics Daytime Weekdays	CM	9am-4pm	-TWTF--	:30	2	\$1,200.00	3	0.00	NM	2	\$2,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/06/12 08/12/12 -TWTF-- 2 \$1,200.00 0.00															
N 19	KSNV	08/07/12	08/10/12	M-F 5-6a WakeUp w/Wa M-F 5-6a WakeUp w/Wagners	CM	5-6a	-TWTF--	1:00	1	\$800.00	1	0.00	NM	1	\$800.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/06/12 08/12/12 -TWTF-- 1 \$800.00 0.00															
N 20	KSNV	08/07/12	08/10/12	M-F 6-7a WakeUp w/Wa M-F 6-7a WakeUp w/Wagners	CM	6-7a	-TWTF--	1:00	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/06/12 08/12/12 -TWTF-- 1 \$1,400.00 0.00															
N 21	KSNV	08/07/12	08/10/12	Today Show Today Show	CM	658a-9am	-TWTF--	1:00	2	\$2,800.00	1	0.00	NM	2	\$5,600.00
TODAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/06/12 08/12/12 -TWTF-- 2 \$2,800.00 0.00															
N 22	KSNV	08/09/12	08/09/12	Wake Up Early w/ Wagn Wake Up Early Wagners	CM	430a-5a	---T---	:30	1	\$150.00	2	0.00	NM	1	\$150.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/06/12 08/12/12 ---T--- 1 \$150.00 0.00															
N 23	KSNV	08/13/12	08/13/12	M-F 6-7a WakeUp w/Wa M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-----	1:00	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 M----- 1 \$1,400.00 0.00															
													Totals	55	\$98,350.00